

IN THE CLAIMS:

Please cancel Claim 57 without prejudice or disclaimer of subject matter.

Please amend the remaining claims as follows:

1. to 54. (Cancelled)

55. (Currently Amended) A cable head end Apparatus for providing image displaying services comprising:

~~local advertising information receiving means for receiving local advertising information corresponding to the place at which a user terminal is hosted from a first advertiser entity;~~

widespread advertising information receiving means for receiving widespread advertising information from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of said cable head end apparatuses;

first storing means for storing the local advertising information and the widespread advertising information in an advertising database;

photo image receiving means for receiving a photo image from a storage media via a user set top box terminal;

~~first display controlling means for displaying thumbnail images corresponding to the received photo image;~~

selection receiving means for receiving a selection at the user terminal of a displayed thumbnail image;

second storing means for storing the photo image in an image database;

obtaining means for obtaining the local advertising information

corresponding to said cable head end apparatus having the image database in which the photo image is stored from the advertising database; and

second display controlling means for controlling to display displaying the photo image corresponding to the selected thumbnail image and the obtained local advertising information together at the a user display via the user set top box terminal.

56. (Currently Amended) An apparatus according to Claim 55, further comprising:

menu third display controlling means for displaying the photo a service menu at the user display via the user set top box terminal; and receiving means for receiving a request of the service menu from the user set top box terminal,

wherein the first display controlling means displays the thumbnail photo images at the user terminal display in response to the request received by the receiving means.

57. (Cancelled)

58. (Currently Amended) A method for providing image displaying services comprising the steps of:

— ~~receiving local advertising information corresponding to the place at which a user terminal is hosted from a first advertiser entity;~~

— ~~receiving widespread advertising information from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of cable head end apparatuses;~~

— ~~storing the local advertising information and the widespread advertising information in an advertising database;~~

— ~~receiving a photo image from a storage media via a user set top box terminal;~~

— storing the photo image in an image database;

— ~~displaying thumbnail images corresponding to the received photo image;~~

— ~~receiving a selection at the user terminal of a displayed thumbnail image;~~

— obtaining the local advertising information corresponding to said cable head end apparatus having the image database in which the photo image is stored from the advertising database; and

— controlling to display displaying the photo image corresponding to the selected thumbnail image and the obtained local advertising information together at the a user display via the user set top box terminal.

59. (Currently Amended) A computer-readable memory medium having computer-executable process steps stored thereon for execution by a cable head end apparatus, wherein said process steps comprise:

— a first receiving step for receiving local advertising information corresponding to the place at which a user terminal is hosted from a first advertiser entity;

— a second first receiving step for receiving widespread advertising information from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of said cable head end apparatuses;

— a first storing step for storing the local advertising information and the widespread advertising information in an advertising database;

— a third second receiving step for receiving a photo image from a storage media via a user set top box terminal;

— a second storing step for storing the photo image in an image database;

— a display step for displaying thumbnail images corresponding to the received photo image;

— a selection receiving step for receiving a selection at the user terminal of a displayed thumbnail image;

— an obtaining step for obtaining the local advertising information corresponding to said cable head end apparatus having the image database in which the photo image is stored from the advertising database; and

a second ~~display controlling~~ step for ~~controlling to display~~ displaying the photo image corresponding to the selected thumbnail image and the obtained local advertising information together at ~~the~~ a user display via the user set top box terminal.